Use cases for our package:
- Customer Retention Strategy and resource allocation: A business may want to use churn rate prediction to both identify customers who are at risk of leaving and take active measures to retain them. By anticipating which customers are most likely to churn, the business can allocate their resources, such as customer support staff or retention offers like personalized emails, more efficiently. This approach allows companies to focus their efforts on retaining the most valuable customers in the long term, optimizing their retention strategies and reducing unnecessary expenses.
    - Conclusions:
    - Identify At-Risk Customers: Your model can help identify customers at high risk of churning, allowing businesses to prioritize retention efforts for these customers.
    - Optimize Resource Allocation: Businesses can allocate resources more efficiently by targeting high-value customers at risk of churning and providing tailored retention strategies.
    - Reduce Unnecessary Expenses: By focusing efforts on valuable customers, companies can reduce unnecessary expenses and improve overall profitability.

  Outcome for customer retention strategy:
  10% of customers with the highest churn rate at month 12(the customers with highest prob to churn within a year).

- Pricing Strategies: CLV as a tool in setting appropriate pricing strategies. A business may want to use different pricing strategies to different customer segments.
    - Conclusions:
    - Segment-Specific Pricing: Use CLV predictions to set pricing strategies tailored to each customer segment, maximizing revenue.
    - Value-Based Pricing: Set prices based on the predicted CLV, ensuring that high-value customers are willing to pay more for products or services.

  Outcome for Pricing Strategies***:***
  20% of customers with the highest and lowest CLV.(We can suggest high prices for customers with high CLV-s and low prices for ones with low CLV).

- Marketing and Campaign Planning: A business can use our package to predict CLV and hence make marketing decisions by identifying which customer segments are the most profitable. Businesses can then focus their marketing efforts on acquiring and retaining customers from these segments.
    - Conclusions:
    - Target Audience Selection: Use CLV predictions to identify high-value customer segments to target in marketing campaigns.
    - Campaign Effectiveness: Assess the impact of marketing campaigns on customer behavior, revenue, and CLV.

Outcome for Campaign Planning***:***

20% of customers with the highest CLV.(We can suggest the best campaigns for customers with high CLV-s).